1 **WHAT IS CLAIMED IS:**

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3 (Original) 25) A method for face-to-face advertising comprising the steps of:

4 a) arranging for payment from an advertiser prior to wearing a headdress;

5 b) wearing a headdress for displaying electronic messages in a public place,

6 wherein said headdress includes more than one screen for displaying said electronic messages;

7 and

8 c) moving said headdress about said public place.

9 (Currently Amended) 26) The method of claim 25 further comprising the step of

10 displaying said electronic messages as directed by a controller connected to said headdress.

11 (Original) 27) The method of claim 26 further comprising the step of attaching a

12 brim or a visor to said headdress.

13 (Original) 28) The method of claim 27 further comprising the step of altering at

14 least one of said electronic messages according to a predetermined paradigm.

15 (Original) 29) The method of claim 27 further comprising the step of altering

16 more than one of said electronic messages according to a predetermined paradigm.

17 (Original) 30) The method of 26 further comprising the step of displaying one or

18 more of said electronic messages for a predetermined time before displaying one or more

19 different messages for a predetermined time.

20 (Original) 31) The method of claim 30 further comprising the step of

21 incorporating an advertiser's registered trademark into one or more of said electronic messages.

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1 (Original) 32) A method for face-to-face advertising comprising the steps of:

2 a) arranging for payment from an advertiser prior to wearing a headdress;

3 b) wearing a headdress for displaying electronic messages in a public place,

4 wherein said headdress includes five distinct planes for displaying said electronic messages;

5 and

6 c) moving said headdress about said public place.

7 (Original) 33) The method of claim 32 further comprising the step of ordering

8 said electronic messages for public display.

9 (Original) 34) The method of claim 33 wherein said electronic messages are

10 controlled by a controller preprogrammed with advertising messages, prior to wearing said

11 headdress in said public place, and wherein said controller is positioned about said headdress.

12 (Original) 35) The method of claim 34 further comprising the step of altering

13 one or more of said electronic messages according to a predetermined paradigm.

14 (Original) 36) The method of claim 33 wherein said electronic messages are

15 controlled by a controller receiving one or more signals generated from a location remote from

16 said headdress, as said headdress is worn in said public place.

17 (Original) 37) The method of claim 36 further comprising the step of altering

18 one or more of said electronic messages according to said one or more signals.

19 (Original) 38) The method of claim 33 wherein said electronic messages are

20 controlled by a memory programmed with advertising messages and positioned about said

21 headdress, until said memory receives one or more signals, generated from a location remote

22 from said headdress, for altering said advertising messages, as said headdress is worn in said

23 public place.

(Original)   39)   The method of claim 38 further comprising the step of altering one or more of said electronic messages according to said one or more signals.

(Original)   40)   The method of 33 further comprising the step of displaying one or more of said electronic messages for a predetermined time before displaying one or more different messages for a predetermined time.

(Original)   41)   A method for face-to-face advertising comprising the steps of:

a)   arranging for payment from an advertiser prior to wearing a headdress;

b)   wearing a cubic shaped headdress, including message boards, for displaying electronic messages in a public place, wherein said headdress further comprises a visor or a brim; and

c)   moving said headdress about said public place.

(Original)   42)   The method of claim 41 further comprising the step of ordering said electronic messages for public display.

(Currently Amended) 43)   The method of claim 42 wherein said electronic messages are controlled by a controller preprogrammed with advertising messages, prior to wearing said headdress in said public place, and wherein said controller is attached to said headdress.

(Original)   44)   The method of claim 43 further comprising the step of altering one or more of said electronic messages according to a predetermined paradigm.

(Original)   45)   The method of claim 42 wherein said electronic messages are controlled by a controller receiving one or more signals generated from a location remote from said headdress, as said headdress is worn in said public place.

(Original)   46)   The method of claim 45 further comprising the step of altering one or more of said electronic messages according to said one or more signals.

1   (Original)   47)   The method of claim 42 wherein said electronic messages are

2   controlled by a memory programmed with advertising messages and positioned about said

3   headdress, until said memory receives one or more signals, generated from a location remote

4   from said headdress, for altering said advertising messages, as said headdress is worn in said

5   public place.

6   (Original)   48)   The method of claim 47 further comprising the step of altering

7   one or more of said electronic messages according to said one or more signals.

8   (Original)   49)   The method of 42 further comprising the step of displaying one or

9   more of said electronic messages for a predetermined time before displaying one or more

10   different messages for a predetermined time.

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